LEO BURNETT U.S.A.
(F04)
Ad No. 237-81-AHEAD OF PACK II-Req. No. N-91658-Page-(9 3/4" x 11 1/4")-4/c-Sunday Supplements,1986

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New Players Lights 25's because...

'25 for 20 puts you 5 smokes ahead of the pack.'

Kings & 100's
Also available in Menthol.

Count 'em.
25
of the finest
for the price of 20.

Kings: 10 mg "Tar", 0.8 mg nicotine —
100's: 12 mg "Tar", 0.9 mg nicotine av.
per cigarette by FTC method

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Mfr's. suggested pricing based on full price brands.

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